

# SMU delivers diverse, unique talents sought after by employers

*An innovative, broad-based curriculum, numerous internship opportunities, comprehensive career services and strong industry links among reasons why SMU graduates draw top salaries and enjoy high employment rates in 2014 Graduate Employment Survey*

Singapore Management University is widely recognised for its pioneering pedagogy and multidisciplinary approach to learning. Its success is reflected in its exceptional performance in the Graduate Employment Survey (GES) since its inception – with SMU graduates drawing some of the highest salaries across all disciplines. Over 86% of SMU students receive job offers within two months of completing their final examinations, and 50% receive two to six job offers.

SMU graduates are employed in a wide variety of professions and industries, ranging from finance and insurance, legal, accounting and auditing, information and communication, business and

management consultancy, to public and social sectors.

Professor Arnoud De Meyer, President of SMU, says, "The strong employment survey results reinforce the fact that SMU is producing a highly trained workforce; versatile, confident and articulate individuals who are business ready and market relevant."

The holistic undergraduate programme at SMU equips students with a total skill set comprising hard knowledge skills, soft people skills and 'heart' skills. It trains them to take initiative, challenge conventions and develop a stronger sense of ethical and social responsibility – becoming a valuable contributor to future employers and society.



SMU students enjoy convenient access to business corporations.

## Numerous internship opportunities give students a competitive career edge

A rapidly changing, competitive market calls for graduates who are more than book smart and who possess the necessary skills to hit the ground running. Recognising the importance of having real-world and career-relevant experience, SMU was the first university in Singapore to make internships compulsory. The internship programme gives SMU students maximum benefits – exposure to working life, real-world perspectives, insight into career choices, and the opportunity to build valuable business contacts.

With over 10,000 companies employing SMU interns, it is no wonder that over 50% do two to six internships to understand the different careers the industry has to offer.

Over 91% secure jobs within 6 months of graduation

Over 86% are offered jobs within the first 2 months of completing their final examinations

50% receive between 2 to 6 job offers

Mean gross monthly salary is \$3,592, with the top 20% commanding a mean gross monthly salary of \$5,441

Based on 2014 Graduate Employment Survey

## Comprehensive career services, training and workshops groom students into world-ready graduates

SMU ensures that graduates enter working life well prepared through a comprehensive range of training programmes provided by the Dato' Kho Hui

Meng Career Centre. The centre works with students to map out career preparation and management strategies, and equips them to make informed career decisions. Some career preparation initiatives include:

### 1. SMU OnTRAC II

The SMU OnTRAC II is a user-friendly, 24/7 online, interactive system that facilitates internship applications, full-time job placement and registration for career talks. At the click of the mouse, students enjoy easy access to a myriad of job opportunities, as well as the background and corporate business information of organisations. Students can conveniently search for internship and full-time career opportunities, submit their résumés directly, view submitted applications, be informed about the outcome of their applications and accept offers.

### 2. Finishing Touch (FT) programme

SMU is the first local university to make career preparation training compulsory through its Finishing Touch (FT) programme. Introduced in 2001, the FT programme prepares SMU students for working life from their freshmen year by aligning their training initiatives with market needs. It comprises seven workshops touching on career planning, self-discovery and career skills to equip them with the necessary skills for career success. The programme is regularly revamped to keep abreast of employment trends, career assessment practices, career coaching techniques and the changing needs of students and recruiters.

### 3. Enrichment workshops

In addition to the FT programme, the career centre offers complementary

enrichment workshops to prepare students for the corporate world. These include "Navigating Your Career Services", "Fine Dining Etiquette", "Wine Appreciation", "Suited for Success Wardrobe" and skills-based workshops to help students navigate the corporate world effectively.

### 4. Career coaching

Certified career coaches at the career centre also conduct one-on-one sessions with students to offer career advice, critique résumés and cover letters, conduct mock interview sessions and administer various personality tests. In addition, the Career

Champions Programme – conducted by student advisors with the essential skills in career planning and development – provides students with peer-to-peer support.

### 5. Recruitment matters: matching employers to graduates

Our career centre works closely with employers to help them find unique, innovative and resourceful SMU students through internship programmes as well as full-time employment. The centre also assists employers in reviewing, shortlisting and arranging interviews for applicants to help identify suitable candidates to

meet their recruitment needs.

Such initiatives are clearly making an impact, with SMU graduates generally enjoying the highest employment rates and starting salaries amongst graduates from local autonomous universities – as reflected in the 2014 GES conducted across the three autonomous universities in Singapore.



Why do top employers choose SMU graduates? Scan to view a video to learn more.

## 2014 GRADUATE EMPLOYMENT SURVEY RESULTS (ACROSS 6 SCHOOLS IN SMU)

SCHOOL / PROGRAMME	OVERALL EMPLOYMENT RATE (%)	GROSS MONTHLY SALARY (\$)			
		MEAN	MEDIAN	25 <sup>th</sup> PERCENTILE	75 <sup>th</sup> PERCENTILE
<b>School of Accountancy (4-year programme)</b>					
Accountancy (4-year programme)	93.6	3,420	2,875	2,722	3,614
Cum Laude and above	97.4	3,903	3,500	2,875	4,300
<b>School of Business (4-year programme)</b>					
Business Management (4-year programme)	90.9	3,752	3,333	3,000	4,000
Cum Laude and above	94.5	4,116	3,600	3,200	4,500
<b>School of Economics (4-year programme)</b>					
Economics (4-year programme)	90.2	3,645	3,500	3,175	4,000
Cum Laude and above	90.6	3,824	3,800	3,300	4,350
<b>School of Information Systems (4-year programme)</b>					
Information Systems Management (4-year programme)	92.9	3,530	3,350	3,000	4,000
Cum Laude and above	97.4	4,151	4,050	3,500	4,540
<b>School of Social Sciences (4-year programme)</b>					
Social Sciences (4-year programme)	90.9	3,166	3,000	2,800	3,580
Cum Laude and above	87.5	3,545	3,590	3,000	3,955
<b>School of Law (4-year programme)</b>					
Law (4-year programme)	97.8	5,332	5,025	4,600	5,950
Cum Laude and above	97.7	5,571	5,800	4,800	6,000

## TOP COMPANIES EMPLOYING SMU GRADUATES

Accenture	Edelman	Ministry of Trade and Industry
Barclays	KPMG	National Library Board
CapitaLand	MediaCorp	Prime Minister's Office
Citibank	Mercer	Singtel
DBS	Millward Brown	The Boston Consulting Group
Deutsche Bank	Ministry of Foreign Affairs	TNS
DFS	Ministry of National Development	Unilever
EY	Ministry of Social and Family Development	Visa

Note: The information listed above is correct at the time of printing. The list is not exhaustive.

**SMU students contribute to the profession in unique ways. Their success is largely attributed to the University's unique talent identification process and its holistic learning experiences.**

- Stephen Tjoa, Partner, People Performance and Culture, KPMG